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A UNITED STATES  
DEPARTMENT OF  
**COMMERCE**  
PUBLICATION

# 1972 Economic Censuses

Publication Output and Major Items Collected

May 1973



U.S. DEPARTMENT  
OF COMMERCE  
Social and Economic  
Statistics Administration  
BUREAU OF  
THE CENSUS

• The Censuses of Retail Trade, Wholesale Trade, and Selected Service Industries

• The Census of Construction Industries

The 1972 Economic Censuses will cover over 4.9 million establishments representing approximately 4.5 million companies and will provide data on the economic activity of almost every segment of American business and industry. The primary goal for the 1972 census is the release of the data on an accelerated time schedule. To help the Bureau of the Census meet this goal, all of the firms who received questionnaires were requested to mail their completed forms back to the Bureau by the deadline date for filing—February 15, 1973.

Census	Description of data <sup>1</sup>	
1972 Census of Retail Trade	Selected statistics including number of establishments, sales, payrolls, employment, etc., by kind of business, are presented in various series of reports: Area, industry, subject, and major retail centers reports. Retail merchandise line sales reports provide statistics by kind of business and merchandise lines. The kind-of-business detail available in the reports varies depending on the number of establishments in an area. Preliminary State data will be issued in the form of press releases.	Preliminary press releases Final reports: Area series BC72-RA Size series BC72-RS (Industry and Subject) Major Retail Center more SMSA's, D.C., Retail Merchandise and the U.S.)
1972 Census of Wholesale Trade	Reports provide selected statistics similar to retail trade reports above by kind of business and type of operation. New product line report on wholesale commodity line sales will be available. Preliminary State data will be issued in the form of press releases.	Preliminary press releases Final reports: Area series BC72-WA Size series BC72-WS Industry and Subject Wholesale Commodity
1972 Census of Selected Service Industries	Area and industry and subject reports present statistics by kind of business on number of establishments, sales or receipts, payrolls, employment, etc. Preliminary State data will be issued in the form of press releases.	Preliminary press releases Final reports: Area series BC72-SA Size series BC72-SS (Industry and Subject)
1972 Census of Construction Industries	Industry and area reports. Included are data by 4-digit SIC on number of construction establishments; employment, payrolls; total business receipts, construction receipts, and other business receipts; payments to subcontractors; cost of materials, components, and supplies; payment for rental of machinery and equipment, and capital expenditures. Also information on types of construction work undertaken, ownership of construction projects (public or private), location of construction work by State, and amount of subcontract work done for other contractors.	Preliminary Industry report (summary) Final reports: Industry reports series C Area reports series C Special reports series
1972 Census of Manufactures	Reports present statistics by industry, geographic area, and by subject. General statistics are provided including number of establishments, employment, payrolls, man-hours, cost of materials, capital expenditures, value of shipments, inventories, etc.; information also provided on quantity and value of materials consumed and products shipped. Subject reports cover size of establishments, manufactures inventories, employment and labor costs, expenditures for plant and equipment, materials consumed, metal-working operations, gross value of depreciable assets and rental payments. Special reports deal with concentration ratios in manufacturing, manufacturing activity in government establishments, type of organization, water use in manufacturing, etc.	Advance industry and area Preliminary industry (4) Final reports: Area series MC72(3) Industry series MC7 of related industries Subject series MC72 Special reports series
1972 Census of Mineral Industries	Industry and area reports provide data similar to those for manufactures above for each of 42 mineral industries. Subject reports cover water use in mineral industries; expenditures for plant and equipment; size of establishment; type of organizations; fuels, electric energy, and selected supplies used, type of operation.	Preliminary industry and area Final reports: Area series MIC72(2) Industry series MIC7 Subject series MIC7
1972 Enterprise Statistics Program	Provides statistics on the full range of the scope of the censuses covered above. A general report on industrial organization—establishment-enterprise relationships, industrial diversification and concentration, and on some items, particularly financial, not available elsewhere. A second report provides data for central administrative offices and auxiliaries.	Two reports: Series ES
1972 Census of Transportation	The census consists of three surveys and is limited to data not collected by other Federal agencies.	
National Travel Survey	Data on number of persons taking trips; number of trips taken; person-trips, -miles, -nights, and accommodations used by selected travel characteristics. Also data by selected socioeconomic characteristics. Data available for 1972 for States with high level of travel activity.	Three reports, series T '72), a summer report
Truck Inventory and Use Survey	Data on the characteristics and uses of the Nation's private and commercial truck resources.	Series TC72-T1 to T52
Commodity Transportation Survey	Data on shipments of commodities by manufactures; flow of commodities; tons and ton miles; weight of shipments; origin and destination; also data on flow of commodities from manufacturing plants located in each of the 27 major industrial (production) areas. More origin/destination commodity flow detail available than in 1967.	Series TC72-C1 to C5 production areas and

<sup>1</sup> Data will be based on the revised 1972 Standard Industrial Classification Manual.

<sup>2</sup> Data not available in every report for all of the areas listed.

U.S. Department of Commerce, Social and Economic Statistics Administration, Bureau of the Census  
SUMMARY CHART: THE 1972 ECONOMIC CENSUSES/PUBLICATION OUTPUT

- The Censuses of Retail Trade, Wholesale Trade, and Selected Service Industries
- The Census of Construction Industries

- The Censuses of Manufactures and Mineral Industries
- The Census of Transportation

The 1972 Economic Censuses will cover over 4.9 million establishments representing approximately 4.5 million companies and will provide data on the economic activity of almost every segment of American business and industry. The primary goal for the 1972 census is the release of the data on an accelerated time schedule. To the Bureau of the Census meet this goal, all of the firms who received questionnaires were requested to mail their completed forms back to the Bureau by the deadline date for filing—February 15, 1973.

Title 13 of the United States Code requires the taking of the 1972 Economic Censuses. The law also cites the obligation of firms to respond, and the requirement of the Census Bureau to maintain confidentiality of individual returns; it also specifies the penalties for noncompliance. No data will be published by the Census Bureau that will reveal figures about an individual company. The individual census reports cannot be used for purposes of taxation, investigation, or regulation. The law also affords the full protection of confidentiality to the file copy of a census return that is retained by the respondent.

Census	Description of data <sup>1</sup>	Publications output		
		Printed reports		Computer tapes
		Report series	Geographic areas <sup>2</sup>	
1972 Census of Retail Trade	Selected statistics including number of establishments, sales, payoffs, employment, etc., by kind of business, are presented in various series of reports. Area, industry, subject, and major retail center reports. Retail merchandise line sales reports provide statistics by kind of business and merchandise from the kind-of-business detail available in the reports varies depending on the number of establishments in an area. Preliminary State data will be issued in the form of press releases.	Preliminary press releases. Final reports Area series BC72-RA (52 reports for each State, D.C., and the U.S.) Size series BC72-RS (1 report) Industry and Subject series BC72-RI (3 reports) Major: Retail Center Statistics series BC72-MRC (50 reports, for States with one or more SMSA's, D.C., and the U.S.) Retail Merchandise Line Sales series BC72-MLS (52 reports, for each State, D.C., and the U.S.)	U.S., States, SMSA's, areas outside SMSA's, counties, cities, central business districts in SMSA's, major retail centers.	Data published in the Area series of reports will be available on computer tape for all States and SMSA's, and for major cities and counties. The kind-of-business detail will vary depending on the size of the area. Data from other selected publications, or publication series, e.g., the MLS reports, may also be made available on tape.
1972 Census of Wholesale Trade	Reports provide selected statistics similar to retail trade reports above by kind of business and type of operation. New product line report on wholesale commodity line sales will be available. Preliminary State data will be issued in the form of press releases.	Preliminary press releases. Final reports Area series BC72-WA (52 reports, for each State, D.C., and the U.S.) Size series BC72-WS (1 report) Industry and Subject series BC72-WI (5 reports) Wholesale Commodity Line Sales series BC72-WLS (1 report)	U.S., States, SMSA's, divisions, selected counties and cities.	See computer tape information for Retail Trade above.
1972 Census of Selected Service Industries	Area and industry and subject reports present statistics by kind of business on number of establishments, sales or receipts, payoffs, employment, etc. Preliminary State data will be issued in the form of press releases.	Preliminary press releases. Final reports Area series BC72-SA (52 reports, for each State, D.C., and the U.S.) Size series BC72-SI (1 report) Industry and Subject series BC72-SI (8 reports)	U.S., States, SMSA's, selected counties and cities.	See computer tape information for Retail Trade above.
1972 Census of Construction Industries	Industry and area reports. Included are data by 4-digit SIC on number of construction establishments, employment, payoffs, total business receipts, construction receipts, and other business receipts, payments to subcontractors: cost of materials, components, and supplies; payment for rental of machinery and equipment; and capital expenditures. Also information on type of construction work undertaken, ownership of construction projects (public or private), location of construction work by State and amount of subcontract work done for other contractors.	Preliminary: Industry reports series CC72(P) 128 (covering 27 industries and a U.S. summary) Final reports Industry reports series CC72(I) 128 (for same as preliminary) Area series CC72A-1-52 (for each State, D.C., and the U.S.) Special reports series CC72S-1 and 2	U.S., regions (final series only), divisions, States.	Selected data, as included in the final reports, summarized by industry for U.S. and for each State.
1972 Census of Manufactures	Reports present statistics by industry, geographic area, and by subject. General statistics are provided including number of establishments, employment, payoffs, man-hours, cost of materials, capital expenditures, value of shipments, inventories, etc. Information also provided on quantity and value of materials consumed and products shipped. Subject reports cover size of establishments, manufacturing inventories, employment and labor costs, expenditures for plant and equipment, materials consumed, man-working operations, gross value of depreciable assets and rental payments. Special reports deal with concentration ratios in manufacturing, manufacturing activity in government establishments, type of organization, waste use in manufacturing, etc.	Advance industry and area reports Preliminary industry (450 reports by 4-digit SIC), area, and summary reports Final reports Area series MC72(S)-1 to 51 (51 reports, for States, D.C., U.S. summary) Industry series MC72(I)-204 to 393 (80 reports, for each one industry or group of related industries) Subject series MC72(S)-1 to 8 (8 reports) Special reports series MC72(S)-1 to 5 (5 reports)	U.S., regions, divisions, States, SMSA's (and their central cities), counties, selected cities.	Manufacturers data for State, SMSA, county, and city (meeting prescribed size criterion), by industry, similar to published tables in (1) General Summary, (2) Summary Volume Subject Reports, (3) Industry Volume, and (4) Area Volume. Data provided on quantity and value of products and of materials consumed. A tape will also be available on location of manufacturing plants.
1972 Census of Mineral Industries	Industry and area reports provide data similar to those for manufacturers above for each of 42 mineral industries. Subject reports cover waste use in mineral industries, expenditures for plant and equipment, type of establishment, type of organization, fuels, electric energy, and selected supplies used, type of operation.	Preliminary industry and summary reports Final reports Area series MC72(M)-1 to 49 (State reports and U.S. summary) Industry series MC72(I)-104 to 146 (14 reports) Subject series MC72(S)-1 to 7 (7 reports)	U.S., regions, divisions, States, some county data.	Mineral data for State and county, by industry.
1972 Enterprise Statistics Program	Provides statistics on the full range of the scope of the enterprises covered above. A general report on industrial organization-establishment-enterprise relationships, industrial diversification and concentration, and on some items, particularly financial, not available elsewhere. A second report provides data for central administrative officers and auxiliaries.	Two reports: Series ES72-1 and 2	U.S.	---
1972 Census of Transportation	The census consists of three surveys and is limited to data not collected by other Federal agencies.			
National Travel Survey	Data on number of persons taking trips, number of trips taken, origin-trips, miles, nights, and accommodations used by selected travel characteristics. Also data by selected socioeconomic characteristics. Data available for 1972 for States with high level of travel activity.	Three reports, series TC72(N)-1 to N3 a spring report (covering travel ending May-July 72), a summer report (June-July, 72), and a final report (covering the entire year).	U.S., travel regions, selected States.	For each State, travel data on State of origin, State of destination, and the States in which nights were spent.
Truck Inventory and Use Survey	Data on the characteristics and uses of the Nation's private and commercial truck resources.	Series TC72-T-1 to T52 (52 reports, each State, D.C., U.S. summary)	U.S., States.	For each State, data on trucks by State of registration.
Commodity Transportation Survey	Data on shipments of commodities by manufacturers; flow of commodities, tons and ton-miles, weight of shipments, origin and destination, also data on flow of commodities from manufacturing plants located in each of the 27 major industrial (production) areas. More origin/destination commodity flow detail available than in 1967.	Series TC72-C-1 to C51 (Approximately 51 reports, includes geographic reports for production areas and States and one report for U.S. as a whole)	U.S., divisions, production areas, selected States.	Data on shipments from production area to destination area and shipments from State to State (excluding Alaska and Hawaii as origin areas).

<sup>1</sup>Data will be based on the revised 1972 Standard Industrial Classification Manual.

<sup>2</sup>Data not available in every report for all of the areas listed.





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## MAJOR DATA ITEMS COLLECTED IN THE ECONOMIC CENSUSES

Item	Economic Censuses					
	Mineral Industries	Manu- facturing	Wholesale Trade	Retail Trade	Selected Services	Construc- tion
Number of employes						
Production (Construction) workers - quarterly.....	X	X				X
All other employees.....	X	X				X
Total.....	X	X	X	X	X	X
Payrolls						
Production (Construction) workers wages.....	X	X				X
All other employees.....	X	X				X
Total.....	X	X	X	X	X	X
Operating expenses including payroll...			X			
Supplemental labor costs						
Legally required.....	X	X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	
Voluntary programs.....	X	X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	
Total.....	X	X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	
Production worker man-hours quarterly..	X	X				
Cost of materials, etc.						
Materials, supplies, etc.....	X	X	<sup>1</sup> X			X
Products bought and resold.....	X	X	<sup>1</sup> X			
Fuels consumed.....	X	X	<sup>1</sup> X			
Purchased electricity.....	X	X	<sup>1</sup> X			
Contract work.....	X	X	<sup>1</sup> X			X
Total.....	X	X	<sup>1</sup> X			X
Inventories						
By state of fabrication.....		X				
Total.....		X	X			
Capital expenditures						
New structures and additions.....	X	X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	X
New machinery and equipment.....	X	X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	X
Used plant and equipment.....	X	X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	<sup>2</sup> X
Mineral development and exploration..	X					
Total.....	X	X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	X
Quantity of electricity						
Purchased.....	X	X				
Generated.....	X	X				
Electricity sold.....	X	X				
Gross book value, fixed assets						
Buildings and other structures.....	X	X				X
Machinery and equipment.....	X	X				X
Mineral properties.....	X					
Total.....	X	X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	X
Total receipts.....			X	X	X	X
Value of shipments or production.....	X	X				
Legal form of organization.....	X	X	X	X	X	X
Rental payments, total.....		X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	
Building and structures.....		X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	
Machinery and equipment.....		X	<sup>1</sup> X	<sup>1</sup> X	<sup>1</sup> X	X

<sup>1</sup>Data collected on a sample basis only. Totals will be available only at the U.S. level. For the census of wholesale trade, sample includes merchant wholesalers only.

<sup>2</sup>Used plant and equipment collected separately.